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Reply to Final Office Action dated June 29, 2006

Expedited Examination Response Under 37 C.F.R. §1.116

PATENT

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**IN THE CLAIMS**

AUG 17 2006

This listing of claims will replace all prior versions, and listings, of claims in the application. An identifier indicating the status of each claim is provided.

*Do Not Enter.  
DPO 8/29/06*

**Listing of Claims**

1. (Currently Amended) An image content providing method of providing an image content from an image content providing apparatus to an image content reproducing apparatus, said image content providing method comprising the steps of:

requesting distribution of said image content from said image content reproducing apparatus to said image content providing apparatus;

registering said image content by attaching a content owner identifier to said image content;

distributing an advertisement insertion charge to a content owner based on the content owner identifier;

transmitting said image content to said image content reproducing apparatus and detecting a position of inserting an advertisement image in said image content at said image content providing apparatus;

requesting an advertisement image providing apparatus having said advertisement image to distribute said advertisement image from said image content providing apparatus;

selecting said advertisement image to be inserted to said image content and transmitting thereof to said image content providing apparatus at said advertisement image providing apparatus; and